

FACE  
Music Tribe Malaysia  
Vision

We Empower. You Create.

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## We Empower. You Create.

We believe that there is a musician in every human being.

It is our purpose to make music accessible to everyone and empower you to become the most creative you can be.

Happiness is helping others in a meaningful and unconditional way.

That's why we exist.

### **Uli Behringer**

Founder, Customer Empowerment Obsessor (CEO)



# Why, Who

## R&R (Roles and Responsibilities)

Members	The Triber(s) who actually carries out the work and takes full responsibility for his/her respective area	Role Code: Name
Owner	The Triber(s) who makes the final decision and has the ultimate authority	Role Code: Name
Customer	The Division and its representative who we deliver the service for	Music Tribe: Uli Behringer

## Why (Why Do We Exist?)

### Our **Face Tribe** Purpose

We at **FACE** believe that delivering life-changing **Creative Services** through self-service tools related to **Product Artwork, Rendering, Graphics, Technical Authoring, Customer Interface, Customer Solutions, Document Style Guides, Copywriting, Video Production, Digital Marketing and Online Media, Web Development and Quality Assurance**, will empower our Customers as well as Music Tribe.

We further believe that relentlessly and consistently measuring and improving our services, will lead to appreciation and Customer Advocacy.

## Who (Who Are Our Customers We Obsessively Serve?)

- **Customers**
- **Music Tribe**

## How (How Do We Serve Our Customers?)

- **Malaysia Overview**
- **Kuala Lumpur Fast Facts**
- **KL Lifestyle**
- **KL Office Purpose**
- **KL Office Proposal**

## Malaysia Overview

Malaysia is a federation of 13 states and three federal territories in Southeast Asia. It consists of two regions separated by the South China Sea and is bordered by Brunei, Indonesia, and Thailand. Malaysia has a strategic location along the Strait of Malacca and the southern South China Sea.

Malaysia has an open state-centric and newly industrialized market economy. Between 1961 and 2000, the country reported gross domestic product (GDP) growth of 7.0% on average, which has made it one of the best performing economies in the region. However, these growth rates slowed to just over 4.3% between 2001 and 2020 as the economy matured.

Big tech companies also in Malaysia are: Microsoft, Google, Apple, PayPal, Grab, Amazon, Cisco, SAP, and many more [here](#).





## Kuala Lumpur Fast Facts

Kuala Lumpur is located on the west coast of the Malaysian peninsular in between Thailand and Singapore. “Kuala Lumpur” means “muddy confluence,” signifying the meeting point of the Klang and Gombak rivers. It is located half an hour away from the Kuala Lumpur International Airport by train, or 45 minutes away by taxi.

The once mining town is now an urban jungle with skyscrapers rising rapidly for the past 15 years. As you travel further out to the edge of KL, you’ll find a calmer side of the city that is primarily filled with residential neighborhoods.

- Population – 1.8 million people over an area of 243 sq kilometers
- Weather and Climate – sunny with occasional rains, KL’s weather is perfect for lightweight clothing so dress light and drink lots of water for exploring this bright and sunny city
- Currency – The acronym “RM,” stands for Ringgit Malaysia. Notes are printed in RM 1 (Blue), RM 5 (Light Green), RM 10 (Red), RM 20 (Yellow), RM 50 (Blue Green), RM 100 (Purple), and Sen are coined in form of 5 Sen, 10 Sen, 20 Sen, and 50 Sen
- Time Zone – 8 hours ahead of the Greenwich Mean Time (GMT)
- Business Hours – Government offices operate from 8:00 AM to 4:30 PM; Banking hours are 9:15 AM to 4:30 PM
- Religion and Culture – Muslim, Hindu, Christian



Source: <http://www.visitkl.gov.my/visitklv2/>

# What (What Services Do We Deliver to Our Customers?)

## KL Lifestyle – Access and Transportation

### RapidKL, KTM Komuter or Monorail

The city is linked by rail with three major lines: The RapidKL LRT (Light Rail Transit), KL Monorail and KTM Komuter. The services are frequent, punctual and convenient, with feeder bus services from train services to designated areas. Visit this [link](#) for the routes.

### Public Bus and Hop On, Hop Off Tourist Bus

There are several bus operators servicing the lines in and around the capital. Notable operators include, RapidKL, Cityliner, Metrobus, and Len Seng. See KL's best sights and attractions with one pass that lets you visit each one at your own pace when availing Hop On, Hop Off tours. Visit this [website](#) for pass prices and routes.

### Ride-Hailing Apps

Unlike traditional taxi cabs, which require customers to hail a car on the street, these apps enable users to request a ride using their smartphone, track their driver's progress in real-time, and integrate payment and rating systems. Popular apps in Kaula Lumpur are: [Grab](#), [MyCar](#), [Mula](#), [Dacsee](#), [EZCab](#), and [Rising Pink](#) (for Women Only).

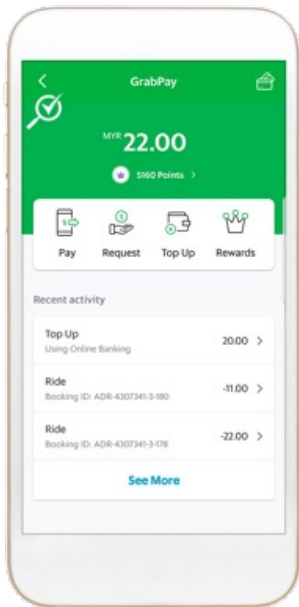




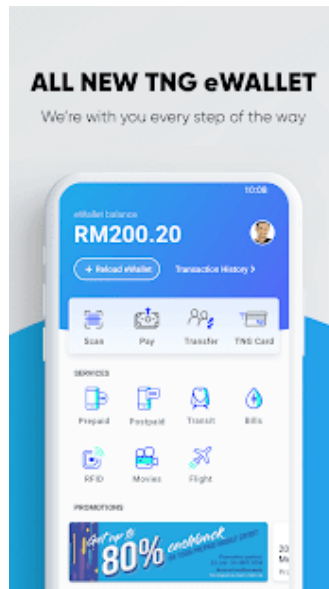
# What (What Services Do We Deliver to Our Customers?)

## KL Lifestyle – Cashless Options

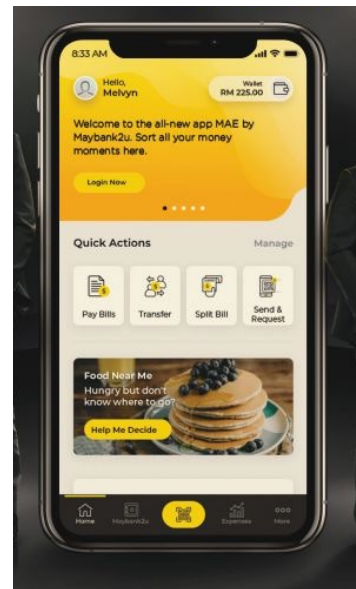
Aside from leading Credit Cards, E-wallets are one of the fastest growing payment trends in Malaysia. An e-wallet is the digital equivalent of a real wallet, with the exception that money is digital and it functions as an app on a smartphone. Similar to regular wallets, e-wallets will need funds to function and perform transactions. This can be done by filling up the wallet with cash via credit cards, debit cards and online bank transfer.



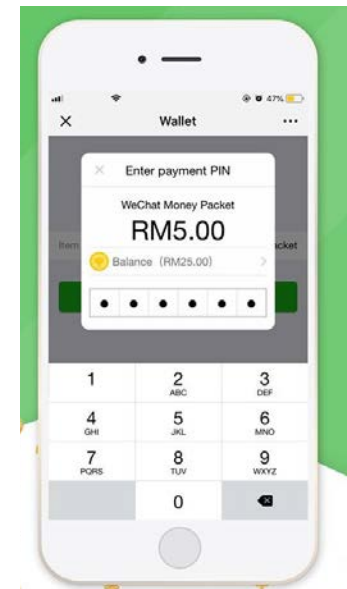
GrabPay



Touch N Go



MAE by Maybank



WeChat Pay

Know more about e-wallets in Malaysia here: <https://www.comparehero.my/e-wallet/articles/best-ewallet-malaysia>

# What (What Services Do We Deliver to Our Customers?)

## KL Lifestyle – Residential Areas

Kuala Lumpur is a diverse place from its different neighborhoods and inhabitants to its religions and cuisines, the city is nothing if not unique. There is such an assortment of lifestyles here that there is a fit for every expat and every family.



Condominiums and apartments in KLCC



Suburbs in Mont Kiara, Ampang, Muntari Damansara



Cultural Centers like Bangsar and Pantai with houses and serviced apartments

# What (What Services Do We Deliver to Our Customers?)

## KL Lifestyle – Stay

Short term accommodations in Kuala Lumpur are also available for a wide range of price points.



Top End – RuMa Hotel



Top End – Mandarin Oriental



Mid Range – Ascott Star KLCC



Budget – The Bed



# What (What Services Do We Deliver to Our Customers?)

## KL Lifestyle – Neighborhood Necessities

Aside from accommodations, it is also important to note nearby establishments for you and your family.



Pantai Hospital



Hospital Kuala Lumpur



Alice Smith School



Nexus International School



# What (What Services Do We Deliver to Our Customers?)

## KL Lifestyle – Leisure

KLCC hosts a number of activities for fun and enjoyment for you and your family.



KLCC Park



Acquaria



Petrosains, Discovery Center



Petronas Art Gallery



Observation Deck at KL Tower



KL Forest Eco Park



# What (What Services Do We Deliver to Our Customers?)

## KL Lifestyle – Dine

KLCC is one of the great shopping mall in KL with many shopping attractions for locals and visitors. It's accessible within a 15-minute walk from Petronas Twin Towers, other must-visit attractions in KLCC include the 421-meter tall Menara KL Tower, where visitors can enjoy breathtaking views of Kuala Lumpur from its viewing deck.



Serai: Reimagined Traditional MY Cuisine



Din: Pork-Free Alternative to Din Tai Fung



Maria's Signature: Steakhouse at Suria KLCC

# What (What Services Do We Deliver to Our Customers?)

## KL Lifestyle – Dine

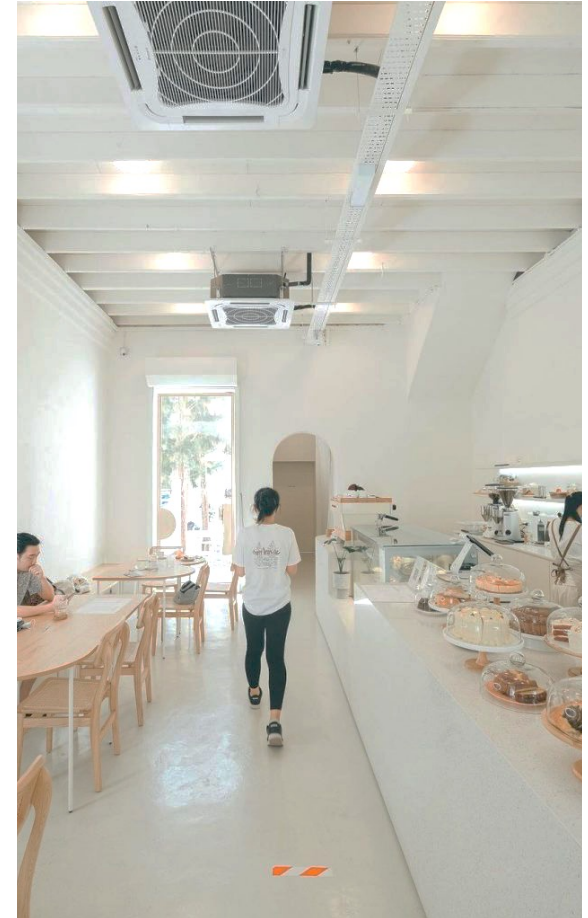
Before work or on weekends with friends, brunch and coffee hangouts are also popular in KL



VCR Ritchie



SWOL



Three Years Old Cafe



# What (What Services Do We Deliver to Our Customers?)

## KL Lifestyle – Night Cap

Chill spots can also be found around the city center, perfect for parties or a night cap.



Sky Bar



PS150



The Iron Fairies

# What (What Services Do We Deliver to Our Customers?)

## KL Lifestyle – Shop

Kuala Lumpur can also be a perfect retail destination with their world-class shopping centers.



Suria Mall



Pavilion KL



IOI City Mall



# What (What Services Do We Deliver to Our Customers?)

## KL Lifestyle – Nearby Adventures

Just outside the city, there are numerous activities that you can enjoy.



Batu Caves – Selangor, Malaysia



Sunday Lagoon – Selangor, Malaysia



LEGOLAND – Johor Bahru, Malaysia



Juara Beach – Tioman Island, Malaysia



## **KL Office Purpose**

The KL Office will serve as the main hub of the Tribe giving birth to the company's strategies and bright ideas that will dictate the direction of Music Tribe as a whole. Key leaders will reside here and will open the gates to a pool of talented individuals vital to the mission.

The office is envisioned to serve as both a workspace and a home to the Tribers. The innovative, professional and actively fun atmosphere of the workplace is intended to promote collaboration, creative thinking and rest at the same time.

The following images are visual references to help capture the Tribe's character and translate into the aesthetic value of the Music Tribe Head Quarters.

# What (What Services Do We Deliver to Our Customers?)

## KL Office Proposal (Lobby)

References for the office space we envision.

- Welcoming
- Spacious
- Friendly
- Professional/Smart
- Natural Light
- Breathable Space
- Modern
- Fresh

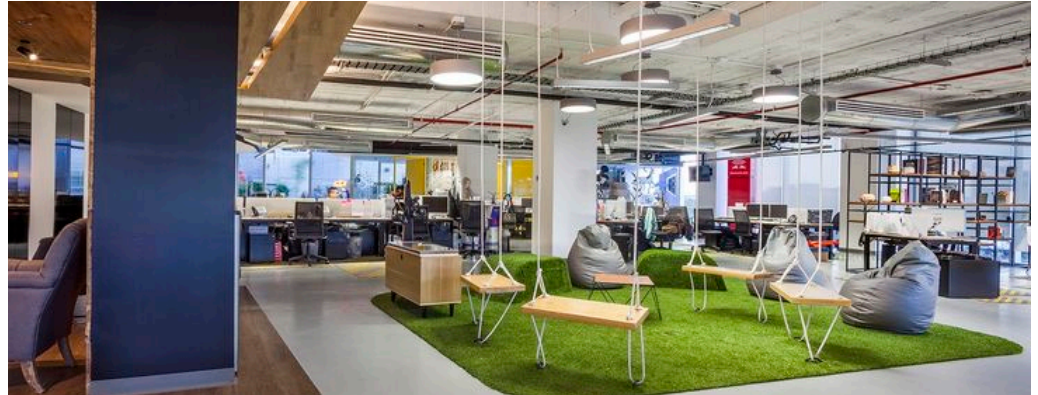


# What (What Services Do We Deliver to Our Customers?)

## KL Office Proposal (Common Area)

References for the office space we envision.

- Collaborative
- Spacious
- Fun
- Hybrid
- Natural Light
- Breathable Space
- Modern



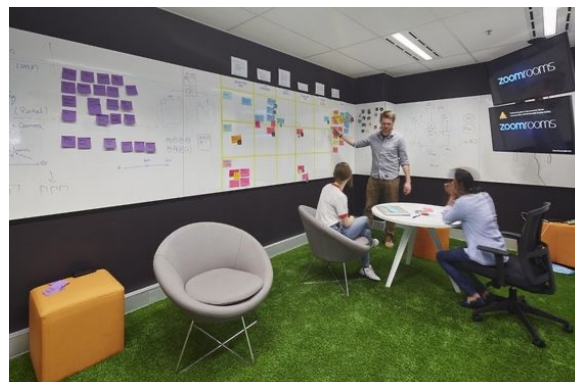


# What (What Services Do We Deliver to Our Customers?)

## KL Office Proposal (Strategic Room – Creative)

References for the office space we envision.

- Collaborative
- Spacious
- Private
- Hybrid
- Free
- Modern
- Functional Walls
- Sound Proof Dividers



# What (What Services Do We Deliver to Our Customers?)

## KL Office Proposal (Strategic Room – Mindset)

References for the office space we envision.

- Professional
- Serious
- Intelligent
- Hi-Technology
- Modern
- Strategic
- Private





# What (What Services Do We Deliver to Our Customers?)

## KL Office Proposal (Phone Booth)

References for the office space we envision.

- Private
- Modern
- Accentuates
- Different
- Fun



# What (What Services Do We Deliver to Our Customers?)

## KL Office Proposal (Multi Purpose Rooms)

References for the office space we envision.

- Functional
- Modern
- Configurable
- Accommodating
- Breathable Space



# What (What Services Do We Deliver to Our Customers?)

## KL Office Proposal (Multi Purpose Rooms)

References for the office space we envision.

- Functional
- Modern
- Configurable
- Accommodating
- Breathable Space





# What (What Services Do We Deliver to Our Customers?)

## KL Office Proposal (Experience Area-Stage)

References for the office space we envision.

- Functional
- Modern
- Surprises
- Entertaining
- Cool
- Accommodating



# What (What Services Do We Deliver to Our Customers?)

## KL Office Proposal (Cafeteria)

References for the office space we envision.

- Clean
- Spacious
- Friendly
- Relaxing
- Free
- Fun
- Modern
- Multipurpose





# What (What Services Do We Deliver to Our Customers?)

## KL Office Proposal (Gallery)

References for the office space we envision.

- Showcase
- Spacious
- Relaxing
- Interactive
- Modern

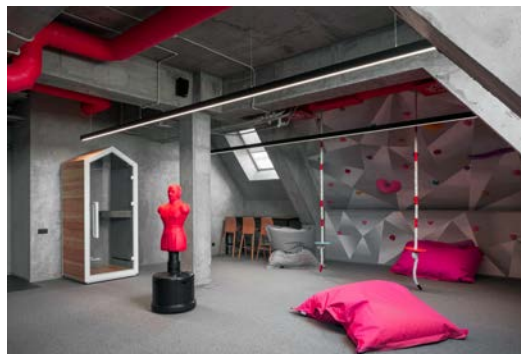


# What (What Services Do We Deliver to Our Customers?)

## KL Office Proposal (Wellness Area)

References for the office space we envision.

- Mindful
- Spacious
- Relaxing
- Private
- Meditative
- Fun
- Modern



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